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PAGE 1/19 * RCVD AT 12/27/2005 4:47:24 PM [Eastern Standard Time] * SVR:USPTO-EFXRF-6/28 * DNIS:2738300 * CSID:605 339 3357 * DURATION (mm:ss):04:34

FAX COVER SHEET

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TO: Mail Stop Amendment, U.S.P.T.O.
Examiner Daniel Lastra, T.C./AU: 3622

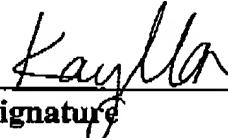
FROM: Jeff Proehl Chris Lillo
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RE: Apnl. No. 09/751,801 Filing Date: 12/29/2000 Applicant: Scott D Leapman

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DEC 27 2005

Appln. No. 09/751,801
Amendment dated September 30, 2005
Reply to Office Action mailed December 27, 2005

Attorney's Docket No. 24-0041
Client's Docket No. P1670US00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appln. No. 09/751,801)

First Named Applicant: SCOTT D LEAPMAN)

Filed: 12/29/2000)

For: SYSTEM AND METHOD FOR)
TARGETED ADVERTISING)

TC/A.U.: 3622)

Examiner: Lastra, Daniel)

Attorney: Jeffrey A. Proehl)

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Arlington, VA 22313-1450

RESPONSE

Sir:

Responsive to the Office Action mailed September 30, 2005, applicant hereby requests the consideration of the following:

Amendments to the Specification: None.

Amendments to the Claims: are reflected in the listing of claims which begins on page 2 of this paper

Amendments to the Drawings: None.

Remarks/Arguments: begin on page 11 of this paper.